WHAT IS CLAIMED IS:

1. A tape printing apparatus that uses a tape cassette having two guide holes, the tape printing apparatus having a tape cassette holder comprising:

at least first and second guide members;

the first guide member having a height that is shorter than a height of the second guide member;

such that the second guide member is inserted into a second guide hole of the tape cassette before the first guide member is inserted into a first guide hole of the tape cassette.

2. The tape printing apparatus according to claim 1, wherein the first guide member and the second guide member are molded out of plastic into one unit with the tape cassette holder.

3. The tape printing apparatus according to claim 1, further comprising:

a tape cutting apparatus that includes a movable cutter blade to cut tape, wherein an anvil for the movable cutter blade is located close to the second guide member.

4. The tape printing apparatus according to claim 3, wherein the anvil is provided on the second guide member.

5. The tape printing apparatus according to claim 3, wherein the anvil is located on the tape cassette.

6. The tape printing apparatus according to claim 1, wherein the tape cassette holder further comprises:

a third guide member, wherein the third guide member has a height that is taller than the first guide member and that is shorter than the height of the second guide member;

the third guide member is opposed to the first guide member; and

the third guide member holds a side of the tape cassette to lead the tape cassette to its correct position to maintain alignment of the tape cassette and the first guide member.

7. The tape printing apparatus according to claim 6, further comprising:

a tape cutting apparatus that includes a movable cutter blade to cut tape, wherein an anvil for the movable cutter blade is located close to the second guide member.

8. The tape printing apparatus according to claim 7, wherein the anvil is provided on the second guide member.

9. The tape printing apparatus according to claim 7, wherein the anvil is located on the tape cassette.

10. The tape printing apparatus according to claim 6, wherein the third guide member comprises multiple ribs.

11. The tape printing apparatus according to claim 10, wherein the ribs are provided vertically on a side wall of the tape cassette holder, and extend from a bottom of the tape cassette holder.

12. The tape printing apparatus according to claim 10, wherein top ends of the ribs are formed at an angle relative to a sidewall of the tape cassette holder.

13. The tape printing apparatus according to claim 6, wherein

the second guide member is initially inserted into the second guide hole of the tape cassette and the tape cassette is held loosely in a correct position, then the third guide member contacts a side of the tape cassette to fix the tape cassette in the correct position tightly, and next the first guide member is inserted into the first guide hole of the tape cassette.

14. The tape printing apparatus according to claim 6, wherein the first guide member, the second guide member, and the third guide member are molded out of plastic into one unit with the tape cassette holder.

15. The tape printing apparatus according to claim 1, wherein the first guide member includes a thermal printhead mounted to the first guide member.

16. A tape printing apparatus that uses a tape cassette having two guide holes, the tape printing apparatus having a tape cassette holder comprising:

first, second and third guide members;

the first guide member having a height that is shorter than a height of the second and third guide members; and

the second guide member having a height that is higher than the height of the first and third guide members; and

the third guide member is located on a wall of the tape cassette holder opposite the first guide member; such that the second guide member is initially inserted in a second guide hole of the tape cassette and the tape cassette is held loosely in a correct position, the third guide member contacts a side of the tape cassette next to fix the tape cassette in the correct position tightly, and next the first guide member is inserted into the first guide hole of the tape cassette.

17. The tape printing apparatus according to claim 16, further comprising:

a tape cutting apparatus that includes a movable cutter blade to cut tape, wherein an anvil for the movable cutter blade is located close to the second guide member.

18. The tape printing apparatus according to claim 17, wherein the anvil is provided on the second guide member.

19. The tape printing apparatus according to claim 17, wherein the anvil is located on the tape cassette.

20. The tape printing apparatus according to claim 16, wherein the third guide member comprises multiple ribs.

21. The tape printing apparatus according to claim 20, wherein the multiple ribs are provided vertically in relation to a bottom wall of the tape cassette holder.

22. The tape printing apparatus according to claim 20, wherein the multiple ribs are provided at an angle with respect to a sidewall of the tape cassette holder.

23. The tape printing apparatus according to claim 16, wherein the first guide member, the second guide member and the third guide member are molded out of plastic into one unit with the tape cassette holder.

24. The tape printing apparatus according to claim 16, wherein the first guide member includes a thermal printhead mounted to the first guide member.

25. A tape printing apparatus that uses a tape cassette having two guide holes, the tape printing apparatus having a tape cassette holder comprising:

at least first and second guide members;

the second guide member having a top end that is located at a higher position than a top end of the first guide member;

such that the second guide member is inserted into a second guide hole of the tape cassette before the first guide member is inserted into a first guide hole of the tape cassette.